



# ED ROBERTS

MEDIA KIT



Mindset Development Expert  
Renowned Keynote Speaker  
Bestselling Author



Meet Ed Roberts  
Founder of Mile One Leadership  
COO - AUTHOR - KEYNOTE SPEAKER

[WWW.MILEONELEADERSHIP.COM](http://WWW.MILEONELEADERSHIP.COM)



**Ed Roberts**, a prominent figure in the automotive industry, is recognized for his unwavering commitment to excellence and challenging the status quo.

As the COO of Bozard Ford Lincoln and esteemed author of "Mile One: An Endless Journey to Effective Leadership," Ed's remarkable ascent from modest beginnings deepens his resilience and determination.

From his early days as an apprentice to his current role as COO, and CEO of Mile One Leadership, Ed's unwavering commitment to personal and professional growth has propelled him forward, enabling him to make a lasting impact on the lives of those he encounters. Ed's expertise extends beyond automotive, as he possesses a deep understanding of leadership, teamwork, overcoming adversity, embracing, and managing change, maintaining mental agility, and demonstrating resilience. His unique approach to leadership has garnered attention and respect from peers and aspiring leaders alike. In his book, "Mile One," Ed shares his insights and practical strategies that will elevate your leadership skills. He believes that leadership is not a destination but an ongoing journey of growth, self-discovery, and influence.

Ed's life story, coupled with his dedication to family and community, epitomizes servant leadership. Alongside his professional pursuits, he cherishes his role as a devoted spouse and father, perpetually striving to uplift those around him.





Tell them what you CAN DO,  
not what you CAN'T DO!





Automotive News



ASOTU  
MORE THAN CARS





# *Ways to Work with Ed Roberts*

## COACHING

- Ed Roberts Leadership and Executive Coaching: Tailored coaching services provided by Ed Roberts for companies, divisions, groups, or individuals. These sessions are designed to enhance leadership skills, strategic thinking, and executive effectiveness. Through personalized guidance and actionable feedback, participants can develop their strengths, address specific challenges, and achieve their professional goals.

## IMMERSIVE EXPERIENCE

- Leadership Retreats - An immersive experience designed for leaders to step away from their day-to-day operations, allowing them to identify and address obstacles, engage in focused discussions, transform challenges into opportunities, build meaningful relationships, develop essential skills, and create actionable plans and strategies for future success.
- Workshops - Ed Roberts Leadership and Mindset Workshops: Interactive sessions hosted or co-hosted by Ed Roberts, focused on enhancing leadership skills and cultivating a growth mindset. These workshops provide practical tools, strategies, and insights to help participants improve their leadership capabilities, overcome challenges, and achieve personal and professional growth.





# *Ways to Work with Ed Roberts*

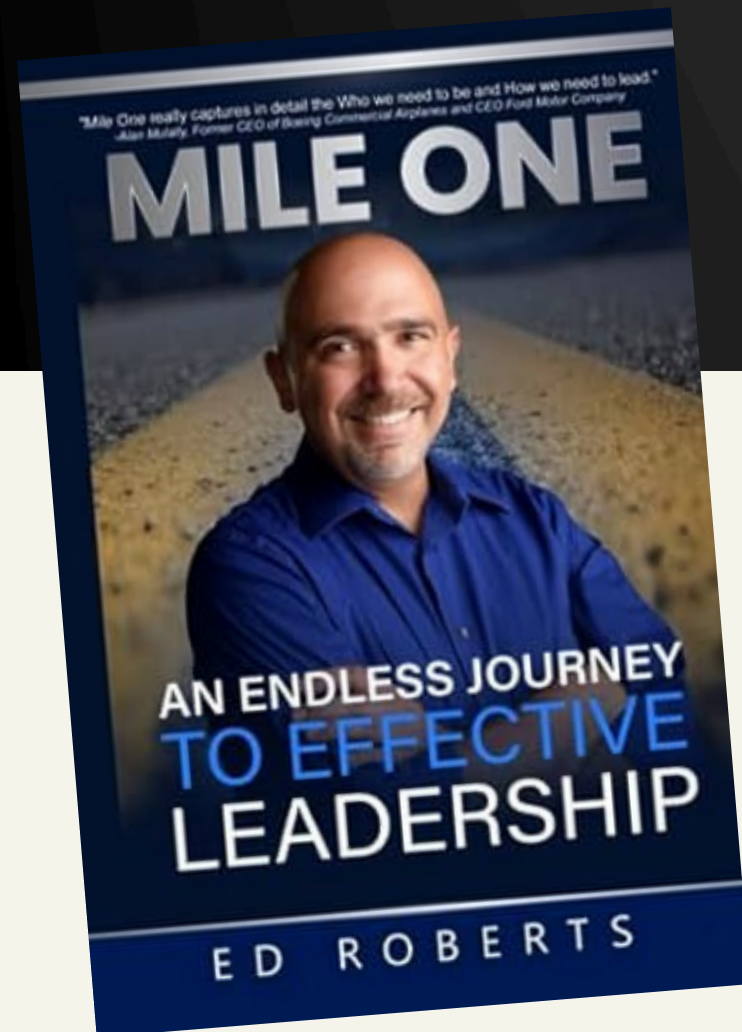
## **SPEAKING ENGAGEMENTS**

- Keynote Speaking, Ed Roberts Keynote Speaking: Engaging and impactful presentations by Ed Roberts, covering a range of topics designed to inspire and motivate audiences. Speaking topics include:
  - The Ed Roberts Story: A personal journey of overcoming obstacles and achieving success.
  - Don't Tell Me What You Can't Do, Tell Me What You Can Do!: Encouraging a can-do attitude and fostering a solution-oriented mindset.
  - Servant Leadership: Exploring the principles and benefits of leading through service to others.
  - Leadership: Insights and strategies for effective leadership.
  - Mindset: The importance of a growth mindset for personal and professional development.
  - The Power of Not Yet: Embracing the concept of continuous growth and the potential of what can be achieved in the future.
- Panels - Expert-led discussions featuring industry leaders covering a range of topics.
- Podcasts - featuring expert-led insights and discussions related to a variety of topics. Such as leadership, industry trends, and personal development. These podcasts provide valuable insights, strategies, and inspiration for listeners seeking to enhance their professional and personal growth.





# Ed Roberts, Author Mile One: An Endless Journey to Effective Leadership



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**ALAN MULALLY**

CEO OF BOEING  
COMMERCIAL AIRPLANES &  
CEO FORD MOTOR COMPANY

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“Ed Roberts’ **“Mile One:** An  
Endless Journey to Effective  
Leadership” **really captures in  
detail the Who we need to be  
and How we need to lead,** to  
nurture Our “Working  
Together” Leadership and  
Management System to create  
value for all our stakeholders  
and the greater good!”



**CLINT PULVER**

EMMY AWARD WINNING  
KEYNOTE SPEAK AND  
AUTHOR of I LOVE IT HERE

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“Mile One is a love letter to  
leadership and the ultimate  
guide to creating an  
organization as good as the  
people in it.”



**HARRY D COHEN, PHD**

AUTHOR OF BE THE SUN,  
NOT THE SALT

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“Ed Roberts captures the very essence  
of Heliotropic leadership. With practical  
insights, this book empowers leaders to  
enhance their effectiveness in tangible  
ways. I wholeheartedly endorse it to  
anyone in a leadership role.  
Not only should you read it, but also  
actively apply its principles, share it  
with fellow leaders, and utilize the  
insightful reflections at the end of each  
chapter as a powerful self-introspective  
tool. This book isn’t just knowledge; it’s  
a guide every leader should have in  
their arsenal. **“Mile One” beautifully  
demonstrates how to Be the Sun, Not  
the Salt as a Leader.”**



**KATHRYN GORDON**

VICE PRESIDENT & CHIEF ENERGY  
OFFICER  
JON GORDON COMPANIES

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**“Mile One is an absolute must-read!** It  
propels you on an inspiring journey  
towards becoming an effective leader.  
With profound insights and captivating  
storytelling, this book captures the  
essence of leadership like no other. It’s  
a remarkable blend of wisdom,  
motivation, and practical guidance  
that has the power to transform your  
leadership journey. I can confidently  
say that **“Mile One”** is for anyone  
aspiring to lead with purpose, passion,  
and unwavering commitment.”



**TONY  
FRANKENBERGER**

PRESIDENT AND CEO  
MCLANE COMPANY, INC

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“Ed Roberts captures the essence of  
what makes a successful leader in Mile  
One. Whether you are a new leader on  
the front line or a seasoned veteran, the  
simplicity of his approach and the  
strategies for implementation highlight  
the reality that successful leaders at all  
levels understand, embrace, train, and  
develop their most important and  
valuable asset, their people.  
Leadership is a skill that requires  
constant tuning, I highly recommend  
you add this book to your toolbox.”



Book a call or email to discuss  
potential partnerships for speaking  
events, podcasts, workshops,  
media projects and more!

CONTACT ME:

[mileoneleadership@gmail.com](mailto:mileoneleadership@gmail.com)

[www.mileoneleadership.com](http://www.mileoneleadership.com)



[WWW.MILEONELEADERSHIP.COM](http://WWW.MILEONELEADERSHIP.COM)



# STAY CONNECTED!

## WEBSITE

[www.mileoneleadership.com](http://www.mileoneleadership.com)

## SOCIAL MEDIA

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## EMAIL

[mileoneleadership@gmail.com](mailto:mileoneleadership@gmail.com)



*Thank You!*

